



## League of United Latin American Citizens

NATIONAL PRESIDENT  
Hector M. Flores

EXECUTIVE DIRECTOR  
Brent A. Wilkes

NATIONAL OFFICERS  
Rick Dovalina  
Immediate Past President  
Frank Ortiz  
Treasurer  
Manuel Olguin  
Youth President  
Desiderio Pesina  
VP for Elderly  
Vera Marquez  
VP for Women  
Fernando Escabi  
VP for Youth  
Juan B. Garcia  
VP for Young Adults  
Dave Rodriguez  
VP for Farwest  
Blanca Vargas  
VP for Midwest  
Laura Medrano  
VP for Northeast  
Haydee Rivera  
VP for Southeast  
Rosa Rosales  
VP for Southwest

STATE DIRECTORS  
Samuel Esquivel  
Arizona  
Robert P. Trevino  
Arkansas  
Mickie Solorio Luna  
California  
Angelina Najar  
Colorado  
Ada Peña  
District of Columbia  
Anita De Palma  
Florida  
Cesar Gaxiola  
Hawaii  
Gilbert Romero, Jr.  
Illinois  
Alicia Rios  
Indiana  
Gilbert Sierra  
Iowa  
Rodrigo Bonilla  
Kansas  
Regia Gonzalez  
Massachusetts  
Augustin Sanchez  
Michigan  
Hortencia Vasquez Wilcox  
Missouri  
Nicolas Martinez  
Nevada  
Frank Cordova  
New Mexico  
Wilfredo Santiago-Valiente  
New York  
Carlos Romero Barea  
Puerto Rico  
Margaret Moran  
Texas  
Carlos Mauricio Alarcon  
Virginia  
Gregorio Montoto  
Wisconsin

July 7, 2004

Michael K. Powell  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

MB Docket No. 04-207

Dear Chairman Powell:

As policy director of The League of United Latin American Citizens, I am extremely concerned about the "a la carte" cable system amended by Congressman Nathan Deal. I believe this system will reduce or eliminate a plethora of programs that are aimed at minority groups, while concurrently increasing costs for consumers of satellite services.

Today channels such as BET, and ESPN Deportes, a Spanish language sports network, participate in a bundling system which allows these channels to thrive by placing them within clusters of popular channels. As a result, viewers will have the opportunity to test new channels. Moreover, this system does not leave channels to survive solely on the subscription fees they charge to cable companies.

Unfortunately, under the "a la carte" system, where viewers would pay separately for each channel, the bundling method would be eliminated enabling consumers to disregard channels that they are unfamiliar with. As a result, minor channels, such as those viewed by Latinos and African Americans, will become unsuccessful because they will have no opportunity to build a large audience.

If implemented, the "a la carte" system would block the ability for cable companies to share various cultural ideas and styles in their programming. Consequently, the minority representation on television will be eliminated or strongly decreased. I urge you to consider this new amendment seriously because I believe it will hurt the future of our national television programming.

Sincerely,

Gabriela Lemus  
Director of Policy and Legislation